GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:2323
ANSWERED ON:04.08.2015
Promotion of Floriculture
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Will the Minister of AGRICULTURE be pleased to state:

(a) whether there is an immense potential for the development of floriculture in the country;

(b) if so, the details of the assistance provided to the farmers for the development of floriculture during the last three years and the current year, State-wise;

(c) whether there is any proposal to set up agriculture export zones for floriculture;

(d) if so, the details thereof along with the details of the floriculture exports to various countries during the last three years and the foreign exchange earned therefrom; and

(e) the details of the measures taken by the Government for providing technological and financial support along with the development of infrastructure and cold chain management for flower growers?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE

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(a): Yes, Madam. There is an immense potential for development of floriculture in the country. Due to favorable agro-climatic conditions, flower crops are grown in almost all the states.

(b): The Mission for Integrated Development of Horticulture (MIDH) provides assistance for development of horticultural crops including flowers. Farmers are provided assistance @ 40% of the cost ranging from Rs. 40,000 per ha. to Rs. 1.50 lakh per ha. limited to 2 ha per beneficiary. Assistance provided by the Government to various states during the last three years and the current year under MIDH is given in Annexure I.

(c) & (d): No, Madam. However, the details of floriculture exports from India to various countries and their value during the last three years and the current year is at Annexure II.

(e): The technological support is being provided by the Indian Council of Agricultural Research through research organizations like Indian Agricultural Research Institute, New Delhi, Indian Institute of Horticultural Research, Bengaluru, National Research Centre for Orchids, Sikkim besides Horticultural and Agricultural Universities in different states. The
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ICAR has established a full-fledged Directorate of Floricultural Research at Pune to address the issues specific to floriculture sector.

Government has been supporting all relevant infrastructure for integrated cold-chain development, which ensures market access for all horticulture produce including floriculture sector. Financial assistance is extended for setting up of infrastructure relating to cold chain management viz. pre-cooling units, on farm pack house, mobile pre-cooling units, staging cold rooms, refrigerated vans etc.. Under Integrated Post Harvest Management component of MIDH, assistance @ 35% of the project cost in general areas and 50% in case of hilly and scheduled areas is provided to beneficiaries including private companies.

Agricultural and Processed Food Products Export Development Authority (APEDA) provides 90 per cent grant-in-aid to State Government agencies for setting up of cold chain facilities for common use by the floriculture exporters. APEDA has set up Centres for perishable cargo at the key airports of New Delhi, Mumbai, Chennai, Thiruvananthapuram, Cochin, Nasik, Bangalore, Hyderabad, Goa, Bagdogra, Kolkata and Amritsar. Walk in type refrigerated container facilities have also been setup by APEDA at Jaipur, Lucknow, Bhubaneswar, Guwahati, Ahmedabad and Coimbatore airports.